

BUSINESS PLAN

DESIRED FORMAT

Cover Sheet

Executive Summary of Proposal

Table of Contents

Company Analysis

- Name, History, Legal Structure, Product/Service Description
- Organization Plan: Owner/Shareholder Information, Location/Facilities, Scope/Size of Business, Impact to Local Economy
- Operational Plan: Employees, Management
- Plans for Growth, Exit Strategy

Marketing Analysis

- Industry Description, Overall Market Discussion and Study, Competition Analysis
- Target Market, SWOT Analysis, Pricing, Promotional Techniques, Supply Chain & Agreements with Suppliers, Projected Sales, Current and Potential Customers List

Financial Analysis

- Startup Costs, Financing of Costs, Accounting System, Loan Applications, Inventory System, Break Even Analysis, Financial Ratios, Assets, Growth Projections
- Income Statement (5 Years)
- Balance Sheet (5 Years)
- Annual Cash Flow Projections/Budget (5 Years, Year 1 by month)

Supporting Documents

- Agreements/Contracts, Resumes, Licenses, Quotes, Maps, Tax Returns